INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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N.C.A. Files Proposal for Dietetic Fruit Standards

The N.C.A. filed with the Department of Health, Education, and Welfare on Januray 26 a proposal for adoption of standards of identity for five canned dietetic fruits.

The proposal asks that regulations under the Federal Food, Drug, and Cosmetic Act be amended by adding standards of identity and labeling requirements for dietetic canned apricots, cherries, fruit cocktail, peaches, and pears. Under the new Hale amendment to the Food, Drug and Cosmetic Act, if the application is favorably received the proposal will be published and will form the basis of an order published subsequently, establishing the standards in question. Barring objections leading to a public hearing, the order would become effective 60 days after publication in the *Federal Register*.

The proposed standards of identity are in the same form as existing standards for the respective non-dietetic canned fruits, except for description of the packing media. The proposal specifies artificially sweetened water or fruit juices as packing media in lieu of the media prepared with sugars, with or without corn sirup, specified in the existing standards. The artificial sweetening agents listed are saccharin, cyclamate calcium, cyclamate sodium, or a combination of two or more of these. The labeling will be required to conform to regulations on dietetic foods issued under Section 403(j) of the Federal Food, Drug, and Cosmetic Act. These regulations require declaration of the level of the sweetening agent used and the caloric contribution.

The proposals also provide for optional use, with suitable label declaration, of a non-nutritive thickener.

Marketing of artificially sweetened dietetic canned fruits thus far has been carried on largely under temporary permits from the Food and Drug Administration, in recognition of their difference in composition from the conventional products now under standards of identity. The application for standards for the dietetic fruits points out the rapid growth in consumption of these products and the desire to give them a satisfactory legal status.

Convention Sessions on Technical Phases of Canning and Raw Products

Procurement of raw products and agricultural management problems will be the subjects of two special sessions to be conducted at the Convention in Chicago by the N.C.A. Raw Products Bureau.

With W. Stanley Macklem, Chairman of the N.C.A. Raw Products Committee, presiding, the first of these will get underway in the Waldorf Room of the Conrad Hilton Hotel on Saturday afternoon, February 19. It will feature a panel discussion on "How We Can Persuade Farmers to Grow Our Canning Crops" and the panel speakers and subjects will be the following:

Mark H. Mitchell, The Larsen Company, "Financial and Material Services as Inducements to Growers;" James D. Swan, Jr., president, Vegetable Growers Association of America,

(Please turn to page 23)

Quality grading and washing operations in the cannery will be discussed at a special technical conference sponsored jointly by the N.C.A. and the Canning Machinery and Supplies Association, Monday afternoon, February 21, at the Annual Convention at Chicago.

The program, which is scheduled for the South Ballroom, Conrad Hilton Hotel, was organized by a committee of the two associations, which decided to present material on the design and use of equipment for quality grading and washing from the standpoints of the equipment manufacturer, the canner, and the quality control personnel engaged in work on elimination of spoilage hazards.

Authorities in each of these areas will appear as discussion leaders and other experts will be available for participation. Roger Lueck, vice president in charge of research, American Can Company, will preside, and the panel members will be F. S. Langsenkamp, F. H. Langsenkamp Co.; W. N. Hughes, Chisholm-Ryder Co.; Harvey A. Scheel, Green Giant Co.; and Allan Warehime, Hanover Canning Co.

Harold L. Link of Food Machinery & Chemical Corp., and Leonard Berth of The Larsen Company will be discussion leaders for the panel on "Quality Grading." Members of the panel for the discussion of "Washing" will be Francis Miller, Key Equipment Company, and R. G. Thomas, Illinois Canning Co. The session will conclude with an address on "Spoilage Prevention Aspects of Quality Grading and Washing" by C. Wallace Bohrer of the N.C.A. Washington Research Laboratory.

Another technical conference scheduled for the Convention by the N.C.A. Laboratories will deal with canning procedures and products, and is announced for 2 p.m. Saturday, February 19, in the Upper Tower of the Conrad Hilton. Dr. Randall Royce of the American Can Company will

(Please turn to page 23)

Television Network Shows Canned Foods Promotion Piece

NBC's "Home Show," aired coast to coast over 78 television stations five mornings a week from 11 to noon, devoted its regular food feature to canned foods yesterday, February 4.

The theme "Teen Cooks Love Canned Foods" ties in with the canned foods nutrition education program arranged jointly by the N.C.A. and *Seventeen* magazine as part of the N.C.A. Consumer and Trade Relations program.

Both food stores and schools are participating in the "teen cook" project. The same posters seen in the stores were shown on the "Home Show" and the same recipe leaflets were offered to the television audience.

The "Home Show" addresses itself to women at home and combines service information with entertainment. Actress Arlene Francis acts as mistress of ceremonies. Kit Kinney took charge of the food division, and presided over the teen cooks and canned foods during the final seven minutes of yesterday's telecast.

Schedule of Principal Events of the 1955 Convention

(Subject to Revision and Addition)

Tuesday, February 15

10 a.m.—Meeting of N.C.A. Scientific Research Committee, Room 12, Conrad Hilton

Wednesday, February 16

9 a.m.—Meeting of N.C.A. Tenderometer Committee, Room 5, Conrad Hilton
10 a.m.—Meeting of N.C.A. Scientific Research Committee, Room 12, Conrad Hilton
2 p.m.—Meeting of Technical Advisory Committee to N.C.A. Labeling Committee, Room 5, Conrad Hilton
3 p.m.—Meeting and Dinner, N.C.A. Home Economics Committee, Room 13, Conrad Hilton
3 p.m.—Meeting of Canning Industry Research, Inc., Room 19, Conrad Hilton
6 p.m.—Meeting of Technical Advisory Committee to N.C.A. Labeling Committee, Room 5, Conrad Hilton

Thursday, February 17

9 a.m.—Meeting of Technical Advisory Committee to N.C.A. Labeling Committee, Room 3, Conrad Hilton
9 a.m.—Meeting of N.C.A. Processing Subcommittee on Foods in Metal Containers, Room 20, Conrad Hilton
9:30 a.m.—Meeting of N.C.A. Budget Committee, Room 1, Conrad Hilton
12:30 p.m.—Luncheon Meeting of N.C.A. Administrative Council, Room 2, Conrad Hilton
2 p.m.—Meeting of N.C.A. Convention Committee, Room 12, Conrad Hilton
3:30 p.m.—Meeting of N.C.A. Labeling Committee, Room 3, Conrad Hilton
7 p.m.—Dinner, N.C.A. Labeling Committee, Room 4, Conrad Hilton

Friday, February 18

9:30 a.m.—Meeting of N.C.A. Board of Directors, West Ballroom, Conrad Hilton
12 m.—Meeting of C.M.&S.A. Board of Directors, French Room, Blackstone
12:30 p.m.—Luncheon, N.C.A. Board of Directors, South Ballroom, Conrad Hilton
2 p.m.—Meeting of N.C.A. Board of Directors, Waldorf Room (North Ballroom), Conrad Hilton
3:30 p.m.—Meeting of The Forty Niners Board of Directors, Hubbard Room, Sheraton-Blackstone
4:30 p.m.—Annual Meeting of The Forty Niners, Hubbard Room, Sheraton-Blackstone
5:15 p.m.—Presentation of The Forty Niners Second Annual Service Award, Hubbard Room, Sheraton-Blackstone
6 p.m.—Reception, The Forty Niners, Crystal Ballroom, Sheraton-Blackstone
6 p.m.—Dinner Meeting of N.C.A. Statistics Committee, Room 8, Conrad Hilton
7 p.m.—Meeting of N.C.A. Resolutions Committee, Room 5, Conrad Hilton
7:30 p.m.—Dinner, C.M.&S.A. Past Presidents, English Room, Conrad Hilton

Saturday, February 19

9 a.m.—Meeting of N.C.A. Nominating Committee, Astoria Room (North Assembly), Conrad Hilton
9:30 a.m. (all day)—Business Meeting of N.F.B.A., Grand Ballroom, Palmer House
10 a.m.—General Session of N.C.A., Williford Ballroom, Conrad Hilton
10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton
12:30 p.m.—Luncheon Meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton
1:30 p.m.—N.C.A. Marketing Session, South Ballroom, Conrad Hilton
2 p.m.—N.C.A. Conference on Canning Procedures and Products, Upper Tower, Conrad Hilton
2 p.m.—N.C.A. Conference on Procurement of Raw Products, Waldorf Room (North Ballroom), Conrad Hilton
4 p.m.—Meeting of N.C.A. Fishery Products Committee, Room 3, Conrad Hilton
4:30 p.m.—Meeting of Prune Juice Committee, Room 8, Conrad Hilton
6 p.m.—Old Guard Society Cocktail Party and Buffet Supper, French Room and Crystal Ballroom, Blackstone
7 p.m.—Dinner, N.C.A. Fishery Products Committee, Room 4, Conrad Hilton
8 p.m.—Smoker, N.C.A. Research Laboratory, Astoria Room (North Assembly), Conrad Hilton

Sunday, February 20

8:30 a.m.—Breakfast Meeting of N.C.A. Legislative Committee, Room 19, Conrad Hilton
9 a.m.—Meeting of Technical Advisory Committee to N.C.A. Raw Products Committee, Room 18, Conrad Hilton
10:30 a.m.—Annual Meeting of C.M.&S.A., West Ballroom, Conrad Hilton
1-5:30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton
1:30 p.m.—N.C.A. Conference on Agricultural Management Problems, Waldorf Room (North Ballroom) Conrad Hilton
2 p.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Room 8, Conrad Hilton
2 p.m.—N.C.A. Fishery Products Conference, Astoria Room (North Assembly), Conrad Hilton
2:30 p.m.—N.C.A. Conference on Factors Influencing the Shelf Life of Canned Foods, Upper Tower, Conrad Hilton
6 p.m.—State Secretaries Reception and Dinner, Room 1, Conrad Hilton
6:30 p.m.—Dinner, N.C.A. Raw Products Committee and Technical Advisory Committee, Room 3, Conrad Hilton

Monday, February 21

9 a.m.—Meeting of N.C.A. Procurement Committee, Room 19, Conrad Hilton
9 a.m.—N.C.A. Conference on Pesticide Tolerances, Waldorf Room (North Ballroom), Conrad Hilton
10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton
1:30 p.m.—Meeting of National Kraut Packers Association, Room 18, Conrad Hilton
2 p.m.—Joint N.C.A.-C.M.&S.A. Technical Conference, South Ballroom, Conrad Hilton
2 p.m.—Meeting of The Tomato Council, Inc., Board of Directors, Room 8, Conrad Hilton
3:30 p.m.—Business Meeting of The Tomato Council, Inc., West Ballroom, Conrad Hilton
3:30 p.m.—Ladies Day—Fashion Show and Tea, sponsored by C.M.&S.A., Wedgewood Room, Marshall Field department store
7 p.m.—Young Guard Society Banquet, Terrace Casino, Morrison

Tuesday, February 22

10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton
12:15 p.m.—Meeting of National Meat Canners Association, Crystal Ballroom, Blackstone
7:30 p.m.—C.M.&S.A. Dinner Dance, Ballroom, Sheraton

Wednesday, February 23

9:30 a.m.—Meeting of N.C.A. Processing Committee on Foods in Metal Containers, Room 20, Conrad Hilton
10 a.m.-3.30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton

Canning Problems Conferences

(Concluded from page 21)

preside, and the subjects and speakers on the agenda are:

"The Detection and Control of Flat Sour Organisms in Cream Style Corn Canning Equipment," A. A. Kopetz and E. H. Ruyle, research and technical department, American Can Company; "Venting Requirements for Vertical and Horizontal Retorts Using Automatic Loading and Unloading Systems," D. V. Alstrand and B. W. Blair, research and technical department, American Can Company; "Recent Findings in the Sodium Content of Dietetic Canned Foods and Their Significance," Franklin C. Bing, nutrition consultant; and "Establishing Sterilization Procedures for Aseptic Canning Units," C. T. Townsend and C. P. Collier, N.C.A. Western Branch Laboratory.

On Sunday afternoon, February 20, in the Upper Tower of the Conrad Hilton, and with W. J. Mutschler, research and development department, Continental Can Company, presiding, another technological conference will feature factors that influence the shelf life of canned foods. A. G. Skibee, of the same department of Continental Can Company, will speak on "Relationship of Canning Procedures to Shelf Life of Canned Foods;" V. Walter Vaurio of the U. S. Steel Corporation, on "The Effect of Tin Coating Weight and Base Steel;" Dr. D. K. Tressler of the Quartermaster Food and Container Institute on "The Effect of Storage Temperature;" and A. R. Beall and E. V. Cassady, technical service division, American Can Company, on "Preventing Corrosion of Exterior of Cans."

Raw Products Sessions

(Concluded from page 21)

"Grower-Processor Relations from the Standpoint of the Vegetable Grower;" Hamilton Carothers, Office of N.C.A. Counsel, "Contracts as an Element of Canner-Grower Relations;" and Dr. H. L. Stier, Director, N.C.A. Division of Statistics, "Effective and Accurate Presentation of Crop Statistics to Growers."

Mr. Mitchell will appear again as presiding officer for the agricultural management session, scheduled for the afternoon of Sunday, February 20, also in the Waldorf Room. This will feature a panel discussion and two formal addresses. Panel members who will be heard on the subject of "The Value, from a Company Standpoint, of a Soil Testing Program and Field Demonstrations in Securing Higher Yields and Higher-Quality Canning Crops" are:

Frank App, Seabrook Farms Co.; Ben F. Counter, The Fort Lupton Canning Co.; Eldrow Reeve, Campbell Soup Company; and M. E. Schellhardt, Stokley-Van Camp, Inc.

"How Greater Utilization of Weather Information Can Pay Off to Farmers and Canners" is the subject of an address on this program by James M. Beall, agricultural meteorologist of the U. S. Weather Bureau, and Alvin C. Moll, Stokely-Van Camp, Inc., who is Chairman of the Technical Advisory Committee to the N.C.A. Raw Products Committee, will report on how that Committee is trying to solve some of the canner's field problems.

Grades for Canned Asparagus

Notice is given in the *Federal Register* of January 29 that the Agricultural Marketing Service of USDA proposes to revise U. S. standards for grades of canned asparagus with respect to color, defects, and character.

In the proposed changes, the point evaluation of character would be changed to reflect increased emphasis on tenderness and texture. The standards also would be expanded to provide for green-white asparagus in addition to the types designated as green or all green, white, and green tipped.

Requirements with respect to the percent of heads in cut spears would be more fully defined, and a method for determining the percent of heads in all containers comprising the sample is outlined in the proposed revision.

Changes are proposed in recommended minimum drained weights for certain styles, types, and container sizes, and sizes not previously listed would be included. A method for determining compliance with minimum drained weight recommendation is outlined. Recommended count of spears, tips, and points for different size containers would be deleted from the standards.

Current U. S. Standards for the product have been in effect since May 1, 1945. The grades are designated as U. S. Grade A or U. S. Fancy; U. S. Grade C or U. S. Standard; and Substandard.

Parties interested in the proposed revision may submit views and comments during the next 30 days to the Fruit and Vegetable Division, AMS, USDA, Washington 25, D. C.

Status of Legislation

Trade Agreements Act—House Ways and Means Committee continued into its second week of hearing opposition testimony to the Cooper bill, H. R. 1. Public hearings were to be concluded Feb. 4. The bill is scheduled for House passage in the week of Feb. 14.

Statehood for Alaska and Hawaii—House Interior and Insular Affairs Committee continued hearings. The Senate Subcommittee on Territories and Insular Affairs will open formal hearings Feb. 7.

Minimum wage—No Administration bill introduced. No hearings scheduled.

Antitrust—No hearings scheduled (see story, this page).

FDA codification—No bills introduced.

FDA export standards—No bills introduced.

FDA intentional additives—No bills introduced.

OTHER LEGISLATION INTRODUCED

Trip-leasing—A bill to amend the Interstate Commerce Act with respect to the authority of the Interstate Commerce Commission to regulate the use of motor carriers (under leases, contracts or other arrangements) of motor vehicles not owned by them in the furnishing of transportation of property: S. 898, by Sen. Smathers (Fla.) and Sen. Monroney (Okla.); to the Senate Interstate and Foreign Commerce Committee.

Antitrust Penalties

Edward F. Howrey, Chairman of the Federal Trade Commission, appeared before the House Committee on Interstate and Foreign Commerce on February 3. He advised that as a member of the Attorney General's National Committee to Study the Antitrust Laws he preferred to withhold specific legislative recommendations until after that group makes its report.

Chairman Howrey stated that the FTC already is on record as supporting legislation to raise the maximum fine that may be imposed for violation of the Sherman Act. Although the FTC is not directly concerned with the criminal penalties, it does have responsibilities under the Federal Trade Commission Act and the Clayton Act. Mr. Howrey added that it is apparent from the experience of the FTC in this field that the present criminal penalties in the Sherman Act are inadequate.

Packs of Beets and Carrots through Dec. 31, 1954

The 1954 packs of canned beets and canned carrots through December 31 have been compiled by the N.C.A. Division of Statistics.

Reports also have been issued by the Division on canners' stocks and shipments of these items as of January 1.

Beet Pack through December 31, 1954

State	Pack through Dec. 31 1953	1954
	(actual cases)	
New York	2,079,490	1,934,274
Md. and N. J.	586,056	425,544
Michigan	251,942	273,955
Wisconsin	3,629,760	2,862,122
Utah	33,179	17,519
Wash. and Ore.	993,099	1,130,907
Other states	1,067,922	713,800
U. S. Total	8,642,348	7,358,211

Carrot Pack through December 31, 1954

State	Pack through Dec. 31 1953	1954
	(actual cases)	
New York	454,488	256,330
Maryland	121,376	120,324
Michigan	85,317	(a)
Wisconsin	694,861	493,930
Utah	36,464	10,877
Wash. and Ore.	562,328	463,476
Other states	525,328	533,317
U. S. Total	2,480,162	1,878,254

(a) Included in other states.

Canners' Stocks of Canned Beets

	1953-54	1954-55
	(actual cases)	
Carryover, July 1	1,447,219	2,204,412
Pack to Dec. 31	8,642,348	7,358,211
Total supply	10,089,567	9,562,623
Stocks, Jan. 1	5,764,035	5,059,281
Shipments, July 1-Jan. 1	4,325,532	4,503,342

Canners' Stocks of Canned Carrots

	1953-54	1954-55
	(actual cases)	
Carryover, July 1	528,256	1,010,370
Pack to Dec. 31	2,480,162	1,878,254
Total supply	3,008,418	2,888,624
Stocks, Jan. 1	1,890,953	1,786,549
Shipments, July 1-Jan. 1	1,117,465	1,102,075

1954 Pack of Okra

The 1954 pack of canned okra totaled 586,528 actual cases as compared with the 1953 pack of 1,104,442 cases, according to a report by the N.C.A. Division of Statistics.

Style of Pack	1953	1954
	(actual cases)	
Whole okra	35,465	47,596
Cut okra	447,184	353,451
Okra and tomatoes and okra, corn and tomatoes	621,793	185,481
U. S. Total	1,104,442	586,528

USDA 1955 Vegetable Goals

The U. S. Department of Agriculture on January 31 announced its 1955 acreage-marketing guides for vegetables for processing and for other summer and fall vegetable crops.

The guides suggest an over-all reduction of 1 percent in the planted acreage of vegetables for processing. For nine vegetables for processing the guides total 1,682,455 acres to be planted, compared with 1,699,130 acres planted in 1954.

Vegetables for commercial processing	Change from 1954 planted acreage (percent)
Beans, lima	−10
Beans, snap	−20
Beets	....
Cabbage for kraut	−5
Corn, sweet	−5
Cucumbers for pickles	....
Peas, green	+5
Spinach	+5
Tomatoes	+10

The guides also suggest a planted acreage of sweet potatoes equal to that of 1954. The guide for late potatoes is 5.5 percent less than the acreage planted in 1954.

For other fresh market crops, the guides are on the basis of acreage for harvest. Reductions of 1 percent in total acreage of fresh summer vegetables, 1 percent for fresh fall vegetables, and 12 percent for summer melons were recommended.

BDSA Containers Division

Norval W. Postweiler, an official of the Riegel Paper Corporation, New York, has been appointed Deputy Director of the Containers and Packaging Division, Business and Defense Services Administration, U. S. Department of Commerce.

Mr. Postweiler takes the post recently occupied by the late Willis L. Rowlands, on loan from the Continental Can Company.

Mr. Postweiler is considered a pioneer in the field of packaging engineering. After graduation from Northwestern University he became associated with the Burry Biscuit Company in Elizabeth, N. J., and was instrumental in helping to convert the old "cracker barrel" into the modern retail package. On leaving the Burry firm in 1948, he had advanced to the position of assistant to the president. From 1948 to 1952 Mr. Postweiler was a packaging engineer for the National Biscuit Company. He has been with the Riegel Paper Corporation since.

He served two years as president of the National Pretzel Bakers' Institute.

Wholesale Distributors' Stocks of Specified Canned Foods

Distributors' stocks of 30 canned food items on January 1 totaled 43.0 million actual cases, an increase of 308,000 cases or 1 percent over the 42.7 million cases on hand a year ago, according to a report by the Bureau of the Census, U. S. Department of Commerce.

The report covers stocks of 14 canned vegetables, 11 canned fruits, and 5 canned juices in the hands of wholesale distributors, including warehouses of retail multiunit organizations.

Commodity	Jan. 1 1954	Nov. 1 1954	Jan. 1 1955
	(thousands of actual cases)		
Vegetables:			
Beans, green and wax	3,404	3,663	3,415
Corn	4,446	4,554	4,702
Peas	3,988	4,157	3,805
Sauerkraut	760	724	736
Tomatoes	3,467	3,600	3,611
Tomato catsup and chili sauce	1,944	2,289	2,104
Asparagus	687	n.a.	805
Beans, lima	724	n.a.	695
Beets	1,193	n.a.	1,165
Carrots	442	n.a.	422
Pumpkin and squash	570	n.a.	468
Spinach	696	n.a.	639
Tomato pulp and puree	685	n.a.	750
Tomato sauce	622	n.a.	709
Fruits:			
Applesauce	1,440	1,114	1,348
Apricots	792	837	769
Cherries, R&P	649	708	579
Fruit cocktail[a]	1,314	1,583	1,368
Peaches	3,430	4,289	3,956
Pears	1,146	1,071	1,111
Pineapple	1,819	1,989	2,022
Apples	500	n.a.	443
Cherries, sweet	370	n.a.	307
Grapefruit segments	388	n.a.	458
Plums and prunes	438	n.a.	450
Juices:			
Citrus blends	456	451	433
Grapefruit	783	890	910
Orange	1,230	1,061	1,093
Pineapple	1,202	905	977
Tomato[b]	2,990	3,151	2,721

n.a.—not available. [a] Includes fruits for salad and mixed fruits (except citrus). [b] Includes vegetable juice combinations containing at least 70 percent tomato juice.

Northwest Canners Assn.

The Northwest Canners Association elected the following officers recently at the association's annual convention:

President—Leon C. Jones, J. R. Simplot Co., Caldwell, Idaho; first vice president—Norman W. Merrill, Blue Lake Packers, Inc., Salem, Ore.; second vice president—Larry D. Jones, Washington Canners Coop., Vancouver, Wash.; executive vice president and secretary-treasurer—Cecil R. Tulley, Portland, Ore. (reelected).

Five Canners Appointed to Fisheries Advisory Committee

Five canners are on the 19-man advisory committee appointed February 3 by the Secretary of the Interior to advise on industry problems. They are:

Lawrence C. Calvert, San Juan Fishing and Packing Co., Seattle; Donald P. Loker, Star-Kist Foods, Inc., Terminal Island, Calif.; Arthur H. Mendonca, F. E. Booth Co., Inc., San Francisco; Moses Pike, Holmes Packing Corp., Eastport, Me.; and Thomas F. Sandoz, Columbia River Packers Association, Astoria, Ore.

The Fisheries Advisory Committee was authorized by the 83d Congress in the so-called Saltonstall-Kennedy Act, which makes available to the Secretary of the Interior each fiscal year an amount equal to 30 percent of the gross receipts from customs duties collected on imported fishery products to conduct fishery research and to develop and increase markets for fishery products of domestic origin.

The 19-man group will advise Secretary McKay on industry problems embraced by the new legislation. The appointments are until July 30, 1957, when the Saltonstall-Kennedy Act is scheduled to expire.

49ers Service Award Goes to Dr. Walker, Plant Pathologist

Dr. J. C. Walker, plant pathologist at the University of Wisconsin, has been chosen to receive the second annual service award of The Forty Niners, service organization of the canning industry.

Dr. Walker's achievements include important work on the development of disease resistant seeds for commercial crops of cabbage, onions, peas, beans, beets, and cucumbers for pickles. He is the author of more than 300 scientific works. He has appeared several times on the program of technical sessions on raw products problems at the N.C.A. Convention.

Dr. Walker has been professor of plant pathology at the University since 1928, was president of the American Phytopathological Society in 1943, and also has been a member of many other scientific groups, including the National Research Council.

The award to Dr. Walker will be presented by M. R. Feeney, president of The Forty Niners, at special ceremonies at the forthcoming Convention in Chicago.

Home Economist on Minnesota Farm and Home Program

Miss Katherine R. Smith, Director of the N.C.A. Home Economics Division, attended the 53d annual Farm and Home Week of Minnesota, January 11-14, and took part in several activities in connection with the occasion. The event was held at the University of Minnesota campus at St. Paul.

Miss Smith spoke at one of the sessions on "Quality in Canned Foods." She also appeared as a guest for Agricultural Extension Farm and Home radio station KUOM, in an interview with Miss Jo Nelson.

During the week conferences were held at the University with nutritionists and home economics staff members, the Minneapolis home economics adult education specialist, newspaper food editors, radio-TV consultant, utility home service director, and other business home economists.

RMA Fruit and Nut Research

The Deciduous Fruit and Tree Nut Research and Marketing Advisory Committee this year split its annual meeting into two parts—an on-the-spot study of fresh fruit marketing in Philadelphia and a review of progress on research.

The group met in Philadelphia January 17 to observe early-morning operations of the Dock Street Market, the kinds and amounts of fruits offered in the market, and the trading facilities for handling them. The committee also attended a fruit auction, viewed a scale model of a proposed new food distribution center, inspected the produce distribution center of a large store chain, and visited the Eastern Utilization Research Branch Laboratory.

Following this day of field observation the committee met in Washington, D. C., January 18-21 to review progress in deciduous fruit and tree nut research. Out of this meeting developed a number of recommendations. Top recommendations were:

Production Research—(1) Expand research on virus diseases of fruits; (2) expand work on the relationship of insects to the numerous viruses of tree, bush, and small fruits; and (3) expand work on the breeding of strawberries, grapes, stone fruits, Chinese chestnuts, almonds, and nematode resistant peach stocks, with particular emphasis on small fruits and grapes.

Utilization Research—(1) Expand research on the kind and quantities of constituents of fruits and nuts, utilizing the newer scientific techniques, for the purpose of appraising color and texture of the raw material and final product, and (2) accelerate work on the enzymatic changes in fruits and tree nuts as a basis for understanding and controlling changes which affect quality of agricultural products between harvest and processing, and during frozen storage of the unblanched product.

Marketing Research—(1) Initiate work on a trial basis to provide an immediate and current picture of the rate of movement of apples at retail levels, and expand studies to develop feasible methods for reporting on a current basis the movement of farm products (including apples) into consumption, providing a source of data on influences including price and merchandising factors bearing on such movement, and testing the statistical reliability and costs of collecting the data in alternative ways; (2) in view of the acute insect problem in stored raisins, expand the staff and facilities of the Fresno, Calif., station to expedite studies on raisins, and initiate studies on preventing insect infestation in tree nuts and nut meats in market channels; and (3) expand work on the improvement of present methods of estimating the production and utilization of fruit and nut crops, and initiate a program to develop additional methods.

Marketing Service and Education—Commended USDA for its wholesaler-retailer fruits and vegetables merchandising training program and recommended (1) this program be continued through another four-year contract period, (2) the Department initiate a program of estimating the number of bearing trees or the bearing acreage of important fruit and nut crops by states, and (3) initiate a program to estimate production.

Recommended that state departments of agriculture give top priority to expanding programs (1) to improve and maintain quality and (2) for collecting and disseminating basic market information.

Recommended that the Federal Extension Service give top priority to an expansion of the (1) educational work with wholesalers, retailers, and secondary suppliers to encourage better merchandising and handling methods, practices, and techniques, and (2) with consumers to include additional areas such as Chicago, Cincinnati, Memphis, Portland, and New Orleans.

Among the committee members attending the meeting were J. Willis Beidler, The C. H. Musselman Co., Biglerville, Pa.; Walter A. Reich, A. Reich & Sons, Inc., Kansas City, Mo., and A. J. Rogers, Cherry Growers, Inc., Traverse City, Mich.

Canco Continues Program for Canned Foods Promotion

American Can Company will continue its canned foods consumer advertising program in 1955 for the second consecutive year with a total of 19 double-page, full-color advertisements in *Life*, *McCalls*, and *Good Housekeeping* magazines.

The company's campaign, which started in the February issues of these magazines, again will feature a variety of "favorite American meals" that can be prepared easily and quickly from canned foods, each having a regional "slant" with top appeal to homemakers, Canco said. Recipes developed in the Canco test kitchens will be integrated with the copy of each ad, showing meals that are easy to prepare and serve and that are devised exclusively with nutritious canned foods.

"The campaign," said F. G. Jewett, manager of Canco's sales promotion division, "has two major purposes:

"(1) To make women more aware of the wide variety of nutritious canned foods available to them anywhere they live, any season of the year . . . thereby broadening the use of canned foods, and

"(2) To suggest new and varied uses of canned foods . . . thus increasing women's appreciation of them."

The can company's first ad in the 1955 campaign features a "Pennsylvania Dutch dinner." In subsequent months Canco ads will tie in with both seasonal and sectional meals such as "Pacific Coast chowder supper," "Baltimore buffet," and "Supper, New Orleans style."

The company expects that canners will avail themselves of color preprints, mats and glossy photos of the advertisements to tie in with their local promotion of canned foods as they did during 1954.

The 1955 advertising will also be merchandised to the grocery trade as was done last year, Mr. Jewett said. Large space in leading national grocery publications will give the trade advance information concerning the canned products featured in Canco's "favorite American meals." Grocers can tie in their retail advertising to feature canned products, thus capitalizing on the "buying urge" created by the Canco ads. Duplicate insertions of the advertisements, in black-and-white, will be placed in canner trade magazines.

Forthcoming Meetings

February 8-9—New York State Canners and Freezers Association, Canners School, New York Experiment Station, Geneva

February 14-16—Canadian Food Processors Association, Annual Convention, Seigniory Club, Montebello, P. Q.

February 15-18—National-American Wholesale Grocers Association, 49th Annual Convention, Hotel Morrison, Chicago

February 16—National Red Cherry Institute, Annual Meeting, Morrison Hotel, Chicago

February 18—National Pickle Packers Association, Winter Meeting, Drake Hotel, Chicago

February 19-23—National Canners Association, 48th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago

March 4-5—Virginia Canners Association, 47th Annual Convention, Hotel Roanoke, Roanoke

March 8-9—Pennsylvania Canners Association, Second Annual Canners Workshop, Yorktowne Hotel, York

March 10-11—Tri-State Packers Association, Spring Meeting, Haddon Hall, Atlantic City, N. J.

March 10-11—Ozark Canners Association, 47th Annual Convention, Colonial Hotel, Springfield, Mo.

March 13-16—National Association of Frozen Food Packers, Annual Convention, Conrad Hilton Hotel, Chicago

March 22—Wisconsin Canners Safety Institute, Loraine Hotel, Madison

March 23—Wisconsin Canners Association, Canning Production and Technology Conferences, Babcock Hall, University of Wisconsin

March 25-26—Utah Canners Association, 43rd Annual Convention, Hotel Utah, Salt Lake City

March 28-29—Canners League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

May 1-4—Super Market Institute, Annual Meeting, Cleveland

May 13-14—Pennsylvania Canners Association, Fourth Annual Sales Clinic, Bedford Springs Hotel, Bedford

May 15-18—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Miami Beach, Fla.

June 12-13 Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City

June 20-22—Grocery Manufacturers of America, Inc., Midyear Meeting, The Greenbrier, White Sulphur Springs, W. Va.

June 23-24—California Olive Association, Technical Conference, Brockway, Lake Tahoe

August 21-24—National Industrial Stores Association, 29th Annual Convention, Hotel Shoreham, Washington, D. C.

October 27—National Pickle Packers Association, Annual Convention, Sheraton-Blackstone Hotel, Chicago

November 7-8—Wisconsin Canners Association, 51st Annual Convention, Schroeder Hotel, Milwaukee

November 16-18—Grocery Manufacturers of America, Inc., Annual Convention, Waldorf-Astoria Hotel, New York City

December 5-6—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

December 5-6—Ohio Canners Association, 48th Annual Convention, Carter Hotel, Cleveland

American Home Magazine

American Home's February food section has an article entitled "Take A Can of Fruit Cocktail" by Catherine Nissly, food editor.

Miss Nissly says: "For its own sweet sake, fruit cocktail is a 'best seller'. But what a pity to use it only as is, when fruit cocktail is one of the best mixers we know, a good picker-upper for all manner of foods. Try it baked inside a pork chop . . . or employ it to give fresh flavor to poultry. Blend it into a slaw, or serve it as apple mosaic. Our two desserts will inspire variations of other pies and puddings, and we think you'll also relish fruit cocktail baked into your pet muffins, or used as the 'business part' of an upside-down cake."

Both color and black-and-white photographs accompany the recipes.

TABLE OF CONTENTS

Congress
Status of legislation 23
Antitrust penalties 23

Convention
Convention sessions on technical phases of canning and raw products 21
Schedule of principal events of the 1955 convention 22

Consumer and Trade Relations
Television network shows canned foods promotion piece 21

Home Economics
Home economist on Minnesota farm and home program 25

Meetings
Forthcoming meetings 26

Personnel
BDSA containers division 24
Northwest Canners Association . . . 24
Five canners appointed to fisheries advisory committee 25
49ers service award goes to Dr. Walker, plant pathologist 25

Publicity
Canco continues program for canned foods promotion 26
American Home magazine 26

Research
RMA fruit and nut research 25

Standards
N.C.A. files proposal for dietetic fruit standards 21
Grades for canned asparagus 23

Statistics
Packs of beets and carrots through Dec. 31, 1954 24
1954 pack of okra 24
USDA 1955 vegetable goals 24
Wholesale distributors' stocks of specified canned foods 24